



A HIBISCUS NAMED FIRST FEDERAL

The FIRST FEDERAL HIBISCUS has been formally named by the American Hibiscus Society and was accepted by Thomas E. McLean, Senior Vice President of First Federal of St. Petersburg, on the association's 35th Anniversary.

"The First Federal" is a seven-inch single bloom with petals having peach buff blend coloring. It was hybridized by Mr. D. D. Wolfe, treasurer of the Sunset Chapter. The parent blooms were a pure white single and a deep lemon yellow single. No other hibiscus can ever bear

the name "First Federal." It is registered with the International Nomenclature Coordinator. Once the name and description have been published, the name belongs exclusively to that plant and its progeny.

There are only two "First Federal" hibiscus plants in existence now, but as they grow and cuttings can be taken, more will be propagated. As healthy plants become available, First Federal expects to plant them around its branch offices. They may also be used for awards and gifts.

DIRECTORS

1966-1969

Mr. C. E. Landers
Mr. L. T. King
Mr. Paul Lanius

1967-1970

Mrs. William A. Squires
Mrs. Edna Wells
Mr. George Wright

1968-1971

Mr. Walter J. Baum
Mrs. Norman Brubaker
Mr. W. E. Whitman

CHAPTER PRESIDENTS

BRUCE PARNELL

Miami Area
Mr. Fred Miller
10434 SW 6th Street
Miami, Florida

GULFCOAST

Venice Area
Mr. John E. O'Toole
165 Merrill St. (NPC)
Venice, Florida

HALIFAX

Daytona Beach Area
Mr. K. DeRaad
30 Seaside Drive
Ormond Beach, Florida

INDIAN RIVER

Vero Beach Area
Mrs. Norman Brubaker
1016 Glendale Road
Vero Beach, Florida

JACKSONVILLE

Jacksonville Area
Mrs. James Webb
3390 Sheridan Road
Jacksonville, Florida

JAMES E. HENDRY

Ft. Myers Area
Mr. Nat L. Shepard
117 South East 44th Terrace
Cape Coral, Florida

MID-FLORIDA

Orlando Area
Mr. Theo Rittenmar
Rt. #2, Box 521
Sanford, Florida

NORMAN REASONER

Bradenton-Sarasota Area
Col. R. E. Niffenegger
211 21st Avenue West
Bradenton, Florida

PUTNAM COUNTY

Palatka-Crescent City Area
Mr. Aldrich Peebles
P.O. Box 36
Lake Como, Florida

RIDGE

Winter Haven Area
Mr. Clyde Heoms, Jr.
635 Avenue M SE
Winter Haven, Florida

SUNRISE

Palm Beach-Lake Worth Area
Mr. Charles Schmidt
219 Akron Road
Lake Worth, Florida

SUNSET

St. Petersburg-Tampa Area
Mr. Stanley C. Shaver
238 43rd Avenue NE
St. Petersburg, Florida